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5. The method of claim 1 wherein said communicating to a user is facilitated via storage of said revised product set and redistributed demand as a data file capable of user access and interpretation.
6. The method as recited in claim 1 wherein said method further comprises facilitating multiple user access, viewing and contingent control of said method execution via a computer compatible communications network.
7. The method as recited in claim 1 wherein said determining of at least one contributing focus product is determined by choosing from the group of product determination options including:
- (a) all items in the same brand, subsegment, segment and category as the target product;
 - (b) all items in the same subsegment, segment and category as the target product;
 - (c) all items in the same segment and category as the target product;
 - (d) all items in the same category as the target product; and
 - (e) a user specified selection of products.
8. The method as recited in claim 1 wherein said determination of a redistribution model is made by choosing from a group of model determination options including:
- (a) a model which factors the inverse proportion of each focus product's price to the maximum price of selected focus products;
 - (b) a model which factors the proportion of each focus product's demand to the total demand of selected focus products;
 - (c) a model which factors the proportion of each focus product's value to the total value of selected focus products;
 - (d) a model which factors the proportion of each focus product's revenue contribution to the total revenue contribution of selected focus products;
 - (e) a model which factors equal proportions for each focus product;

10. The method of claim 9 wherein said communicating to said product demand computer is facilitated via a first communication to a database communicably attached to said computer.
11. The method of claim 9 wherein said communicating is facilitated via a computer compatible video display device.
12. The method of claim 9 wherein said communicating is facilitated via a printed report.
13. The method of claim 9 wherein said communicating is facilitated via a data file capable of user access and interpretation.
14. The method as recited in claim 9 wherein said method further comprises facilitating multiple user access, viewing and contingent control of said method execution via a computer compatible communications network.
15. The method as recited in claim 9 wherein said determining at least one benefitting focus product is made by choosing from the group of product determination options including:
 - (a) all items in the same brand, subsegment, segment and category as the target product;
 - (b) all items in the same subsegment, segment and category as the target product;
 - (c) all items in the same segment and category as the target product;
 - (d) all items in the same category as the target product;
 - (e) a user specified selection of products; and
 - (f) items selected based on consumer switching behavior.
16. The method as recited in claim 9 wherein said determination of a product deletion redistribution model is made by choosing from the group of product deletion redistribution models including:
 - (a) a model which factors the inverse proportion of each focus product's price to the maximum price of selected focus products;
 - (b) a model which factors the proportion of each focus product's demand to the total demand of selected focus products;

- (c) a model which factors the proportion of each focus product's value to the total value of selected focus products;
 - (d) a model which factors the proportion of each focus product's revenue contribution to the total revenue contribution of selected focus products;
 - (e) a model which factors equal proportions for each focus product;
 - (f) a model which factors the similarity in price between a target product and focus products; and
 - (g) a model which factors the similarity in value between a target product and focus products.
17. A computer readable medium encoded with a computer program to analyze and project a redistributed product assortment demand when adding a target product to an assortment of products based on specified user criteria comprising:
- (a) a code segment for allowing user specification of at least one target product to add to said assortment of products;
 - (b) a code segment for allowing user specification of an initial demand for said target product;
 - (c) a code segment for allowing user specification of percentage of target product demand realized via diminished demand for said products;
 - (d) a code segment for allowing user specification of at least one contributing focus product within said product assortment that will contribute to demand for said target product;
 - (e) a code segment for allowing user specification of a product addition redistribution model by which the amount of demand contributed by each said contributing focus product will be analyzed;
 - (f) a code segment for communicating said target product, said estimated initial demand for said target product, said percentage of target product demand realized via diminished demand, said contributing focus product, and said

- determined product addition redistribution model in any sequence or combination thereof to a product demand computer;
 - (g) a code segment for performing a product redistribution demand analysis within said computer to thereby obtain a revised product set including said target product and redistributed demand for said focus and target products; and
 - (h) a code segment for communicating said revised product set and redistributed demand to a user.
18. The computer program as recited in claim 17 wherein said program further comprises facilitating multiple user access, viewing and contingent control of said method execution via a computer compatible communications network.
19. The computer program as recited in claim 17 wherein said determining of at least one contributing focus product within said product assortment that will contribute to demand for said target product is determined by choosing from a group of product determination options including:
 - (a) all items in the same brand, subsegment, segment and category as the target product;
 - (b) all items in the same subsegment, segment and category as the target product;
 - (c) all items in the same segment and category as the target product;
 - (d) all items in the same category as the target product; and
 - (e) a user specified selection of products.
20. The computer program as recited in claim 17 wherein said determination of a redistribution model by which the amount of demand contributed by each said contributing focus product will be analyzed is determined by choosing from a group of model determination options including:
 - (a) a model which factors the inverse proportion of each focus product's price to the maximum price of selected focus products;

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- (b) a model which factors the proportion of each focus product's demand to the total demand of selected focus products;
 - (c) a model which factors the proportion of each focus product's value to the total value of selected focus products;
 - (d) a model which factors the proportion of each focus product's revenue contribution to the total revenue contribution of selected focus products;
 - (e) a model which factors equal proportions for each focus product;
 - (f) a model which factors the similarity in price between a target product and focus products;
 - (g) a model which factors the similarity in value between a target product and focus products.

21. A computer readable medium encoded with a computer program to analyze and project a redistributed product assortment demand when deleting a target product from an assortment of products based on specified user criteria, said method comprising:

- (a) a code segment for allowing user specification of at least one target product to be deleted from said assortment of products;
- (b) a code segment for allowing user specification of percentage of target product demand that will be reallocated to remaining products in the absence of said target product;
- (c) a code segment for allowing user specification of at least one benefitting focus product within said product assortment that will receive demand as a consequence of said target product's deletion;
- (d) a code segment for allowing user specification of a product deletion redistribution model by which the amount of demand contributed to each benefitting focus product will be analyzed;
- (e) a code segment for communicating said determined target product, said percentage of target product demand that will be reallocated to remaining focus

- products in the absence of said target product, said benefitting focus products within said product assortment that will receive demand as a consequence of said target product's deletion and said determined deletion redistribution model in any sequence or combination thereof to a product demand computer;
- (f) a code segment for performing a product deletion redistribution demand analysis within said computer to thereby obtain a revised product set and redistributed demand for said focus products; and
 - (g) a code segment for communicating said revised product set and redistributed demand to a user to enable the user to optimize said revised product set.
22. The computer program of claim 21 wherein said program method further comprises facilitating multiple user access, viewing and contingent control of said method execution via a computer compatible communications network.
23. The computer program of claim 21 wherein the determining of a benefitting focus product within said product assortment that will receive demand as a consequence of said target product's deletion is facilitated by choosing from a group of product determination options including:
- (a) all items in the same brand, subsegment, segment and category as the target product;
 - (b) all items in the same subsegment, segment and category as the target product;
 - (c) all items in the same segment and category as the target product;
 - (d) all items in the same category as the target product; and
 - (e) a user specified selection of products; and
 - (f) items selected based on consumer switching behavior.
24. The computer program of claim 21 wherein said determination of a product deletion redistribution model facilitated by choosing from a group of model determination options including:

- (a) a model which factors the inverse proportion of each focus product's price to the maximum price of selected focus products;
- (b) a model which factors the proportion of each focus product's demand to the total demand of selected focus products;
- (c) a model which factors the proportion of each focus product's value to the total value of selected focus products;
- (d) a model which factors the proportion of each focus product's revenue contribution to the total revenue contribution of selected focus products;
- (e) a model which factors equal proportions for each focus product;
- (f) a model which factors the similarity in price between a target product and focus products; and
- (g) a model which factors the similarity in value between a target product and focus products.